

# Tobacco Counter-Marketing: Best Practices and Beyond

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A growing number of tobacco control programs within the United States and around the world are including counter-marketing as part of their comprehensive efforts to reduce tobacco use. There remains much uncertainty, however, about the principles and practices for effective counter-marketing efforts—what works and under what conditions. This presentation will highlight findings from an expert workshop on tobacco counter-marketing convened by the American Legacy Foundation, the World Health Organization, and the Centers for Disease Control and Prevention, June 11-13, 2003. Issues addressed include: the role and impact of tobacco industry marketing efforts; strengths and limitations of mass communications for influencing health behavior and policy change; role and impact of counter-marketing in the policy/regulatory spectrum; strengths and limitations in selecting youth as a target audience; and counter-marketing messages, themes, and appeals that appear to be most effective in influencing audiences, especially youth.